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Dramatic turnabout on fairness

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CBS up, NBC and ABC down in May sweeps

NBC is off 4%, CBS up 8% and ABC down 19%, according to Arbitron

Household delivery in prime time by affiliates to the three major networks was down 4% in the Nielsen May sweep, averaging a combined 36,146,000 homes, and down 5.4% in the Arbitron May sweep, averaging a combined 33,943,000 homes. That's according to a preliminary analysis of the May sweep ratings by NBC.

In the Arbitron sweep, as in Nielsen, NBC affiliates were first, although their combined average household delivery was off 4% to 12,566,000 homes in prime time, according to the NBC analysis. CBS recaptured second place in homes delivered in the Arbitron with an average 11,674,000, up 8%. ABC affiliates fell 19% in homes delivered, with a combined average of 9,703,000 households.

The following is a market-by-market presentation of daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday, 7-11 p.m., Eastern time). Numbers are in thousands (add 000). Boldface numbers indicate the market winner. A dash indicates no primary or secondary affiliation in the market. Not included are markets Arbitron does not measure, including those in Hawaii, Alaska and the U.S. Virgin Islands.

ADI (rank)	1987 TSA households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (157)	13	15	**22**
Albany, Ga. (153)	3	—	**55**
Albany-Schenectady-Troy, N.Y. (51)	56	73	**79**
Albuquerque, N.M. (65)	49	42	**63**
Alexandria, La. (161)	5	—	**36**
Alexandria, Minn. (183)	—	**29**	—
Alpena, Mich. (212)	—	6	—
Amarillo, Tex. (117)	**28**	24	26
Ardmore-Ada, Okla. (174)	12	**16**	12
Atlanta (12)	140	170	**180**
Augusta, Ga. (99)	**39**	37	25
Austin, Tex. (72)	35	**52**	36
Bakersfield, Calif. (148)	19	20	**22**
Baltimore (21)	128	133	**143**
Bangor, Me. (154)	12	**21**	**21**
Baton Rouge (91)	49	**58**	40
Beaumont-Port Arthur, Tex. (122)	27	37	**38**
Bend, Ore. (208)	—	**3**	**3**
Billings-Hardin, Mont. (163)	11	**14**	8
Biloxi-Gulfport-Pascagoula, Miss. (179)	**23**	—	—
Binghamton, N.Y. (132)	9	**42**	19
Birmingham (Anniston), Ala. (43)	73	51	**106**
Bluefield-Beckley-Oak Hill, W.Va. (143)	17	—	**24**
Boise, Idaho (138)	16	18	**24**
Boston (6)	228	240	**298**
Bowling Green, Ky. (197)	**16**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (82)	14	37	**62**
Buffalo, N.Y. (36)	77	82	**104**
Burlington, Vt.-Plattsburgh, N.Y. (93)	9	**39**	34
Butte, Mont. (188)	6	**9**	7
Casper-Riverton, Wyo. (184)	3	5	**9**
Cedar Rapids-Waterloo-Dubuque, Iowa (75)	33	37	**54**
Charleston, S.C. (109)	26	40	**42**
Charleston-Huntington, W.Va. (47)	54	69	**105**
Charlotte, N.C. (32)	72	**117**	53
Charlottesville, Va. (196)	—	—	**9**
Chattanooga (80)	37	39	**53**
Cheyenne, Wyo.-Scottsbluff, Neb. (192)	—	**10**	4
Chicago (3)	407	320	**415**
Chico-Redding, Calif. (141)	**21**	19	10
Cincinnati (28)	70	89	**105**
Clarksburg-Weston, W.Va. (166)	—	**21**	20
Cleveland (11)	201	190	**202**
Colorado Springs-Pueblo (100)	26	**33**	**33**
Columbia, S.C. (88)	26	34	**76**
Columbia-Jefferson City, Mo. (142)	11	**23**	**23**
Columbus, Ga. (121)	34	**36**	16
Columbus, Ohio (34)	73	100	**117**
Columbus-Tupelo, Miss. (135)	6	27	**44**
Corpus Christi, Tex. (119)	24	21	**25**
Dallas-Fort Worth (8)	183	**226**	191
Davenport, Iowa-Rock Island-Moline, Ill. (74)	34	41	**58**
Dayton, Ohio (48)	53	**86**	64
Denver (19)	116	118	**132**
Des Moines (66)	35	53	**54**
Detroit (7)	221	205	**285**
Dothan, Ala. (160)	7	**37**	—
Duluth, Minn.-Superior, Wis. (120)	24	23	**26**
El Centro, Calif.-Yuma, Ariz. (182)	—	3	**8**
El Paso (105)	28	27	**39**
Elmira, N.Y. (165)	10	—	**15**
Erie, Pa. (137)	17	17	**37**
Eugene, Ore. (133)	23	**29**	15
Eureka, Calif. (187)	—	**7**	**7**
Evansville, Ind. (90)	**35**	33	**35**
Fargo, N.D. (104)	22	27	**29**
Farmington, N.M. (201)	—	—	**6**
Flagstaff, Ariz. (206)	—	—	**5**
Flint-Saginaw-Bay City, Mich. (56)	64	35	**81**
Florence, S.C. (144)	19	**51**	—
Fort Myers-Naples, Fla. (101)	16	**39**	36
Fort Smith, Ark. (147)	16	**27**	14
Fort Wayne, Ind. (97)	31	**35**	30
Fresno-Visalia, Calif. (63)	46	45	**52**
Gainesville, Fla. (169)	**19**	—	—
Glendive, Mont. (213)	—	**1**	**1**
Grand Junction-Durango, Colo. (175)	6	**12**	9
Grand Rapids-Kalamazoo, Mich. (40)	62	68	**84**
Great Falls, Mont. (178)	6	**10**	4
Green Bay-Appleton, Wis. (68)	45	48	**59**
Greensboro-Winston Salem-High Point, N.C. (50)	60	**88**	80
Greenville-New Bern-Washington, N.C. (96)	23	39	**51**
Greenville-Spartanburg, S.C.-Asheville, N.C. (38)	65	89	**117**
Greenwood-Greenville, Miss. (168)	**19**	11	—
Hagerstown, Md. (194)	—	—	**13**
Harrisburg-York-Lancaster-Lebanon, Pa. (45)	43	63	**103**
Harrisonburg, Va. (200)	**14**	—	—
Hartford-New Haven, Conn. (23)	95	**145**	79
Helena, Mont. (210)	—	—	**4**
Houston (10)	**204**	164	184
Huntsville-Decatur-Florence, Ala. (89)	32	41	**42**
Idaho Falls-Pocatello (159)	8	**15**	14
Indianapolis (24)	93	112	**136**
Jackson, Miss. (85)	23	53	**61**
Jackson, Tenn. (191)	**23**	—	—
Jacksonville, Fla. (57)	33	**75**	52
Johnstown-Altoona, Pa. (86)	—	52	**67**
Jonesboro, Ark. (176)	**20**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	21	**28**	24
Kansas City, Mo. (29)	74	**104**	101
Knoxville, Tenn. (61)	47	**75**	43
La Crosse-Eau Claire, Wis. (136)	14	25	**31**
Lafayette, Ind. (192)	—	**9**	—
Lafayette, La. (112)	34	**50**	—
Lake Charles, La. (172)	—	—	**35**
Lansing, Mich. (102)	—	**46**	36
Laredo, Tex. (199)	3	3	**4**
Las Vegas (94)	23	32	**39**

ADI (rank)	1987 TSA households (000) ABC	CBS	NBC
Laurel-Hattiesburg, Miss. (162)	—	3	**27**
Lexington, Ky. (73)	32	**53**	47
Lima, Ohio (195)	—	—	**14**
Lincoln-Hastings-Kearney, Neb. (92)	17	**41**	11
Little Rock, Ark. (53)	54	63	**69**
Los Angeles (2)	473	433	**539**
Louisville, Ky. (49)	47	83	**92**
Lubbock, Tex. (150)	13	**22**	20
Macon, Ga. (131)	14	**33**	16
Madison, Wis. (107)	26	**37**	34
Mankato, Minn. (209)	—	**12**	—
Marquette, Mich. (185)	—	**18**	—
McAllen-Brownsville, Tex. (116)	22	**23**	19
Medford, Ore. (155)	10	16	**27**
Memphis (39)	53	93	**113**
Meridian, Miss. (177)	**16**	9	7
Miami (14)	138	167	**168**
Milwaukee (30)	77	94	**113**
Minneapolis-St. Paul (15)	118	**158**	139
Minot-Bismarck-Dickinson, N.D. (146)	5	19	**26**
Missoula-Butte, Mont. (173)	10	9	**12**
Mobile, Ala.-Pensacola, Fla. (55)	42	**83**	72
Monroe, La.-El Dorado, Ark. (115)	11	**49**	22
Montgomery-Selma, Ala. (108)	12	30	**59**
Nashville (31)	67	**126**	123
New Orleans (33)	71	**122**	107
New York (1)	760	804	**906**
Norfolk-Portsmouth-Newport News, Va. (46)	56	68	**81**
North Platte, Neb. (211)	—	—	**5**
Odessa-Midland, Tex. (140)	20	**26**	22
Oklahoma City (37)	58	**95**	83
Omaha (69)	46	45	**54**
Orlando-Daytona Beach-Melbourne, Fla. (27)	99	110	**231**
Ottumwa, Iowa-Kirksville, Mo. (204)	**13**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (77)	24	**56**	52
Palm Springs, Calif. (181)	6	—	**7**
Panama City, Fla. (171)	14	—	**23**
Parkersburg, W.Va. (198)	—	—	**9**
Peoria, Ill. (103)	22	27	**33**
Philadelphia (4)	374	333	**389**
Phoenix (22)	92	**129**	116
Pittsburgh (13)	168	**199**	154
Portland, Ore. (26)	82	100	**105**
Portland-Poland Spring, Me. (79)	45	33	**52**
Presque Isle, Me. (205)	—	**6**	—
Providence, R.I.-New Bedford, Mass. (42)	66	63	**102**
Quincy, Ill.-Hannibal, Mo. (151)	—	**23**	22
Raleigh-Durham, N.C. (35)	76	**96**	46
Rapid City, S.D. (167)	**17**	—	12
Reno (124)	20	19	**21**
Richmond, Va. (60)	48	**67**	59
Roanoke-Lynchburg, Va. (71)	27	**63**	52
Rochester-Austin, Minn.-Mason City, Iowa (149)	17	17	**21**

ADI (rank)	1987 TSA households (000) ABC	CBS	NBC
Rochester, N.Y. (70)	42	50	**55**
Rockford, Ill. (114)	24	26	**28**
Roswell, N.M. (180)	—	**14**	—
Sacramento-Stockton, Calif. (20)	104	107	**143**
St. Joseph, Mo. (189)	**12**	—	—
St. Louis (18)	107	151	**176**
Salinas-Monterey-San Jose, Calif. (111)	33	19	**36**
Salisbury, Md. (164)	11	**24**	22
Salt Lake City (41)	68	68	**79**
San Angelo, Tex. (190)	—	**10**	—
San Antonio, Tex. (44)	57	**79**	75
San Diego (25)	78	**90**	89
San Francisco (5)	224	227	**269**
Santa Barbara-Santa Maria, Calif. (113)	19	**20**	19
Sarasota, Fla. (156)	**13**	—	—
Savannah, Ga. (110)	17	**43**	35
Seattle-Tacoma (16)	119	131	**157**
Shreveport, La.-Texarkana, Tex. (62)	57	**76**	60
Sioux City, Iowa (123)	20	10	**29**
Sioux Falls-Mitchell, S.D. (98)	25	**46**	19
South Bend-Elkhart, Ind. (84)	29	49	**56**
Spokane, Wash. (78)	37	40	**48**
Springfield, Mass. (106)	27	—	**44**
Springfield, Mo. (83)	14	44	**49**
Springfield-Decatur-Champaign, Ill. (76)	36	**51**	50
Syracuse, N.Y. (67)	46	59	**65**
Tallahassee, Fla.-Thomasville, Ga. (129)	9	**40**	10
Tampa-St.Petersburg (17)	133	**184**	176
Terre Haute, Ind. (127)	8	31	**36**
Toledo, Ohio (64)	45	65	**78**
Topeka, Kan. (144)	9	**27**	19
Traverse City-Cadillac, Mich. (139)	13	**39**	31
Tucson, Ariz. (81)	35	35	**43**
Tulsa, Okla. (52)	65	65	**67**
Tuscaloosa, Ala. (186)	—	**8**	—
Twin Falls, Idaho (203)	—	**8**	—
Tyler-Longview, Tex. (125)	**37**	8	4
Utica, N.Y. (158)	12	—	**24**
Victoria, Tex. (207)	3	—	**7**
Waco-Temple, Tex. (95)	12	**41**	29
Washington (9)	165	**188**	183
Watertown-Carthage, N.Y. (170)	—	**16**	—
Wausau-Rhinelander, Wis. (130)	25	**29**	11
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (54)	41	32	**72**
Wheeling, W.Va.-Steubenville, Ohio (134)	—	**41**	36
Wichita-Hutchinson, Kan. (58)	35	**65**	49
Wichita Falls, Tex.-Lawton, Okla. (126)	16	20	**22**
Wilkes Barre-Scranton, Pa. (59)	65	52	**75**
Wilmington, N.C. (152)	21	7	**52**
Yakima, Wash. (128)	16	**23**	19
Youngstown, Ohio (87)	30	50	**52**
Zanesville, Ohio (202)	—	—	**10**

Lines blur between hype and distortion in local sweeps

WCCO-TV Minneapolis suit charging KARE(TV) with distorting ratings by sending survey to viewers asking them to watch and comment on KARE news during sweeps bespeaks problems in other markets

As the television networks and other national progamers are confronting the disruptive transition to the people meter, local TV stations are facing a different audience measurement trauma—one that has called into question the integrity of station operators as well as the rating services supplied by Nielsen and Arbitron.

Some broadcasters say that the number of stations around the country attempting to distort ratings in the sweeps has increased dramatically, as a result of Arbitron and Nielsen policies they see as nothing more than a slap on the wrist—a footnote on the offending behavior in the applicable rating book. Some believe that such soft-hearted sanctions from the rating services may lead in the coming months to an epidemic of attempted ratings manipulation that could for all practical purposes render the current audience measurement system meaningless.

"What's at stake here is the total reliability of the rating services," said Paul Raymon, vice president and general manager of WAGA-TV Atlanta. The Atlanta market was one of three markets where the local May books were footnoted by both Arbitron and Nielsen for alleged "research projects" conducted on behalf of one station in each of the three markets by the Minneapolis-based Atkinson Research. Competing stations in those markets, which also included Minneapolis and Orlando, Fla., charged that the Atkinson surveys amounted to gross distortions of the sweeps period ratings and called upon Arbitron and Nielsen to delist the offending stations.

In one of the markets involved, Minneapolis, Midwest Communications, parent company of WCCO-TV there, has filed an unprecedented lawsuit against Gannett Co.'s KARE(TV), charging the latter with gaining an illegal and unfair competitive advantage in the market for both viewers and advertising sales by commissioning the Atkinson research survey ("In Brief," June 22). The survey, mailed out at the end of April, just as the sweeps started, included a three-page questionnaire and cover letter purporting to solicit viewer information about local news viewership. The cover letter, signed by company President Ronald P. Atkinson, said the survey was trying to determine, on behalf of

KARE (ch. 11), "what viewers want" in news stories. "I would like you to watch channel 11 as often as possible for the next seven days, then tell us your reactions to what you saw. Try to watch at 10 p.m. especially."

In its court papers, WCCO-TV's Midwest says that KARE's 10 p.m. news ratings increased by 30% in the market and that the station climbed to second place in the time period, displacing KSTP-TV. WCCO-TV remained in first place. Midwest charged that the Atkinson survey was a manipulative ploy that illegally interfered with WCCO-TV's contractual relationships with advertisers in the market, and that damages in excess of $50,000, perhaps much more, will be incurred. (Minnesota's so-called "Hollywood statute" prohibits plaintiffs from citing a damage figure of more than $50,000, designed to curb headlines reporting multimillion dollar lawsuits. Midwest called on the court to issue a permanent injunction against rating-distorting ploys by the station, and Atkinson, in the future.

According to Jim Rupp, Midwest president and chief executive officer, and others, the Minneapolis case, and other cases, such as that involving KABC-TV Los Angeles, where the station did a heavily promoted eight-part special report in the May sweeps on Nielsen families, are signs the worst is yet to come. Rupp cited KABC-TV general manager John Severino's justification for the piece that while it probably manipulated the viewing of Nielsen families in Los Angeles, "there is nothing in the Nielsen policy that says you cannot do that." It's that kind of mentality, coupled with a lack of harsh penalties for blatant violations, that leads Rupp to believe that "before you know it, you'll have 20 markets," in a given sweeps period where ratings distortion occurs. "Within a year, maybe you'll have hundreds of stations doing it."

WAGA-TV's Raymon agrees. When he found out about the survey that Atkinson did for the Gannett station in Atlanta, WXIA-TV, which was similar to the one done in Minneapolis, he urged both Arbitron and Nielsen to delete WXIA-TV's ratings from the May book for distortion tactics. Both declined to do so, citing policies that call for such action only if there is proof that an attempt was made to manipulate the viewing of diary keepers or persons in metered households. In both the Minneapolis and Atlanta surveys, it is believed that Atkinson sent out perhaps tens of thousands of questionnaires. Rupp said between 20 and 30 employes at his station alone received a copy in Minneapolis, while Raymon reported almost as many staffers at his Atlanta station receiving the survey.

If something isn't done to prevent such manipulation in the future, said Raymon, "I would have to believe we are going to see a lot more of this, if for no other reason than self defense. The ratings will no longer reflect which station has the best programing, but rather which station comes up with the best effort to manipulate."

Despite the complaining from stations that feel they were wronged, there is a flip side to the issue that complicates matters. Promotional efforts customarily intensify during sweep periods, and, promotional contests to enhance sweeps viewership are often tacitly accepted by the broadcast community as a part of doing business. For example, during the same sweep period for which WCCO-TV is suing KARE for distortion, a footnote appearing in the Minneapolis book indicates that WCCO-TV staged a contest of its own. It was called the "Jeopardy Minnesota Trivia Contest," which the station ran from May 4 to May 20 during its *Jeopardy* telecast from 4 to 4:30 p.m.

While such contests violate the spirit of guidelines of both Arbitron and Nielsen, broadcasters accept them as part of the promotion game. Station people refer to it as "hypoing" the ratings. "Hypoing is hypoing and there is a certain tolerance for it," said Nolan Quam, general manager of WESH-TV Orlando, Fla. One example, he submitted, was a contest his station ran last November, with a free trip as a prize, when the syndicated version of *Magnum P.I* premiered on the station. The contest was footnoted in both the Nielsen and Arbitron November books. Thus, the difference between hypoing and distortion appears to be one of degree. "Exactly," stated Quam. For the past four sweep periods, he said, a competitor in the market, WCPX-TV, has overstepped the boundary from hype to distortion with its own Atkinson surveys, similar to those the company did in Atlanta and Minneapolis.

Quam challenged the "integrity" of the station, and has not ruled out legal action. He has also asked the rating services, so far unsuccessfully, to impose harsher sanctions for what he says are violations of rating manipulation. "If they don't get this thing nipped in the bud, its going to spread like wildfire," he said.

A number of observers suggested last week that the two rating services may be reluctant to revise their policies, for fear of annoying clients and perhaps encouraging a flurry of law suits around the country. KABC-TV, for example, has sued Nielsen for delisting the ratings in Los Angeles for the 11-to-

NBC wins prime time; CBS's news slump continues

NBC continues to win the off-season prime time race, taking the week ended June 21, according to the Nielsen numbers, with a 13.5 rating and a 25.5 share. CBS's prime time average was a 10.1/19.3, while ABC pulled in a 9.9/18.9. A year ago NBC won with a 12.7/24. ABC had an 11.1/21 and CBS a 10.5/20.

In the evening news race, it was also NBC's win, this time with a 10.1/22, followed by ABC's 9.0/20 and CBS's 8.7/19. Last year it was CBS with a 10.1/22, NBC with a 9.9/22 and ABC with a 9.3/20.

In news, ABC has taken second place, ahead of CBS, for the last four weeks (ended June 21). That tightens up the news rankings for the three networks on both a year-to-date and summer-season-to-date basis. (In both cases, CBS holds second place.) For news, the Y-T-D stats run: NBC 11.6/22, CBS 11.4/22 and ABC 10.1/19. For this year's summer season, the rankings are: NBC 10.3/22, CBS 9.6/21 and ABC 9.3/20.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	21.5/40
2.	Cosby Show	NBC	20.3/39
3.	Cheers	NBC	18.4/35
4.	20/20	ABC	18.2/32
5.	Golden Girls	NBC	17.7/36
6.	Growing Pains	ABC	17.3/32
7.	Murder, She Wrote	CBS	16.8/32
8.	Sunday Movie	CBS	15.8/27
8.	Tuesday Movie of the Week	NBC	15.8/28
10.	Who's the Boss?	ABC	15.6/30
11.	Miami Vice	NBC	15.3/30
11.	Monday Night Movie	NBC	15.3/27
13.	Molly Dodd	NBC	15.1/27
14.	Moonlighting	ABC	14.9/26
14.	Hunter	NBC	14.9/31
16.	Matlock	NBC	14.6/27
17.	60 Minutes	CBS	14.5/31
17.	Night Court	NBC	14.5/26
19.	Newhart	CBS	14.3/24
20.	Valerie	NBC	14.1/25
21.	Amen	NBC	14.0/28
22.	Designing Women	CBS	13.8/23
23.	Sunday Night Movie	NBC	13.5/23
24.	Crime Story	NBC	13.3/27
25.	L.A. Law	NBC	13.2/24
26.	Sunday Night Movie	ABC	13.1/23
27.	Equalizer	CBS	12.5/23
27.	Cagney & Lacey	CBS	12.5/23
29.	My Sister Sam	CBS	12.2/21
30.	Me & Mrs. C	NBC	12.0/27
31.	MacGyver	ABC	11.9/22
31.	20 Years Charles Kuralt	CBS	11.9/23
33.	Kate & Allie	CBS	11.7/22
33.	Facts of Life	NBC	11.7/22
35.	Head of the Class	ABC	11.4/22
36.	Spenser for Hire	ABC	11.3/20
37.	Time Out for Dad	NBC	11.1/21
38.	227	NBC	10.9/25
39.	Perfect Strangers	ABC	10.7/22
40.	Alf	NBC	10.6/20
40.	Highway to Heaven	NBC	10.6/21
42.	Hotel	ABC	10.5/19
43.	St. Elsewhere	NBC	10.0/18
44.	Mr. Belvedere	ABC	9.9/20
45.	Sledge Hammer	ABC	9.2/20
46.	Tuesday Movie	CBS	8.8/16
47.	Thurs. Special Movie Prsnt.	CBS	8.7/16
48.	Monday Night Baseball	ABC	8.6/15
48.	Summer Playhouse	CBS	8.6/18
50.	Our House	NBC	8.4/18
51.	Starman	ABC	8.3/17
52.	Stingray	NBC	7.9/17
53.	Hard Copy	CBS	7.4/15
54.	Saturday Movie	CBS	7.2/16
55.	Shell Game	CBS	7.0/13
56.	Heart of the City	ABC	6.9/13
56.	Dallas	CBS	6.9/14
58.	Friday Night Movie	ABC	6.5/13
59.	Bugs Bunny	CBS	6.3/12
60.	Our Kids	ABC	6.2/12
61.	Our World	ABC	6.1/12
61.	Sidekicks	ABC	6.1/14
63.	West 57th	CBS	6.0/13
64.	Webster	ABC	5.8/14
65.	Dads	ABC	5.7/12
66.	Wizard	CBS	5.4/10
67.	Gung Ho	ABC	4.3/9

*indicates premiere episode

11:30 p.m. half-hour in the week its Nielsen family special ran. (The first night the special ran, the station scored an 18.2 late news rating, compared to the 8.3 rating it received the prior evening.) It is claiming that Nielsen has no formal written policy expressly forbidding the kind of news report it did and that company officials, who participated by granting interviews for the piece, cooperated fully, giving no indication the report was a violation of Nielsen's rules.

Roy Anderson, a senior vice president at Nielsen, said the company is currently reviewing its policy concerning rating manipulation. "What can actually be done is something else," he said. "There seems to be an intent to increase this type of behavior and we'd like to address it."

Pierre Megroz, vice president, marketing and sales, Arbitron, said that the company's policies concerning contests and promotions would come under review at an upcoming advisory board meeting at the end of July. He said several station general managers and the Electronic Media Ratings Council had been invited to make presentations at the meeting. "We won't interfere with a person's right to do business in the open market," he said. But, he added, "We would welcome any proposal to quantify and define the conditions under which we do certain things," such as the use of footnotes or harsher sanctions.

Of the stations involved in Atkinson survey cases, only KARE(TV) general manager Joseph Franzgrote commented, and he defended the decision to commission the survey. "WCCO-TV appears upset about our ongoing research," he said. "It appears to be a reaction to the fact that our ratings in May continue on an upward growth trend," a trend he said has been evident since 1983. He added that the WCCO-TV suit has "no basis whatsoever."

Ron Atkinson could not be reached for comment, but he also vigorously defended the timing and method of his station research on a recent edition of *Nightline*. Asked if he'd do it again, Atkinson replied, "Absolutely. I'm doing something that has two components that every station in the country does—they ask people to watch their product in one of a variety of ways, and they ask most aggressively during sweeps periods, and they do research asking viewers' reactions to their product."

The Electronic Media Research Council has also gotten into the act. The council's executive director, Melvin Goldberg, said last week that its subcommittee on standards would meet this week to discuss possible guidelines for stations and rating services. "We are against ratings distortion," he said. "But the problem is the definition—at what point does it become distortion." Goldberg suggested that any "intent" to influence the rating sample amounts to distortion. Proving that, he said, is "very tough." □

Syndication Marketplace

Tribune Entertainment reports clearing *Sons of Scarface: The New Mafia*, the next Geraldo Rivera special, on 157 stations, covering more than 90% of the country, including the Tribune stations and WTAF-TV Philadelphia, KTVU(TV) San Francisco, WKBD-TV Detroit, KTVT(TV) Dallas and KHTV-TV Houston. Barter distribution of the special gives stations 12 minutes and Tribune 12 minutes. It will run on Aug. 17 from 8 to 10 p.m. *Sons of Scarface* will include produced field segments, live field segments and live segments with an audience from the CBS Broadcast Center in New York.

Dow Jones and Co. has signed Consuelo Mack to host *The Wall Street Journal Report on Television*. Mack was formerly host of Buena Vista Television's canceled series, *Today's Business*.

Columbia/Embassy Television has renewed its contract with Tribune Entertainment for the national sales of barter time through the 1987-88 season. The second phase of the "Embassy Night at the Movies" package will kick off in October with "Fright Night."

Orbis Communications and the NBC-owned stations have partnered for the distribution and production of *Headlines on Trial*, a half-hour public affairs series hosted by Arthur Miller. *Headlines on Trial* currently is produced by NBC's WRC-TV Washington, where it has appeared since Jan. 24. Miller, a professor at Harvard Law School, also hosts the PBS program, *Miller's Court*, and writes columns for the *Boston Globe* and *USA Today*. Barter distribution of 30 first-run episodes and 22 repeats will give stations three-and-a-half minutes, and Orbis three minutes.

In other Orbis news, David Frost has signed 10 presidential candidates for his series of 13 one-hour programs, *The Next President*. Republicans include George Bush, Bob Dole, Pat Robertson, Alexander Haig and Jack Kemp. Democrats are Jesse Jackson, Michael Dukakis, Joseph Biden, Richard Gephardt and Bruce Babbitt. Orbis also reports that it has now cleared *Spiral Zone*, a 65-episode animated strip, in over 60% of the country for a debut in September. Tonka Toys is the national sponsor of the series. Barter distribution gives stations three-and-a-half minutes (with two-and-a-half minutes for Orbis) in the first, second and third quarter and four minutes in the fourth quarter (with two minutes for Orbis). Orbis has also declared *Force Three* a firm go with 55 stations covering 52% of the country.

MCA TV reports that it has now cleared its special about the making of "This Time It's Personal: JAWS, the Revenge," in over 80% of the country. It will run July 13-24 to coincide with the movie's debut on July 17. MCA also reports that it has signed Mercury 7 astronaut Scott Carpenter to appear in an episode of the first-run sitcom, *Out of This World*, now cleared in 75% of the country including the NBC O&O's. Carpenter will also be a technical advisor to the series.

SyndiTel will hold its fall season preview on July 28 for the Television Critics Association at the Sheraton-Redondo Beach, California. Twelve syndicators will be in attendence—Blair, Gaylord, Group W, King World, Lorimar-Telepictures, MCA TV, Orion, Paramount, Television Program Enterprises, Tribune Entertainment, Viacom and Worldvision. Synditel will provide critics transportation to the NBC and cable television press tours at the Century Plaza on June 28.

Major League Baseball Productions has cleared *Light Moments in Sports*, a monthly series of bloopers and blunders in sporting events from around the world, on 110 stations. The series is hosted by Joe Namath with Sportschannel reporter Sean Mooney. It debuts between June 6 and 28. Clearances include WNBC-TV New York, KNBC(TV) Los Angeles, WMAQ-TV Chicago, KYW-TV Philadelphia, WXYZ-TV Detroit and WCVB-TV Boston. Barter distribution gives stations three-and-a-half minutes and MLB two-and-a-half minutes. National sponsors include Miller, Beatrice and Beacham.

GGP Sports has cleared its half-hour *1987 Swimsuit Special* in 80 markets for a three-week window in August. Former Miss America Shawn Weatherly will host the program, which features Kathy Ireland, who was featured in this year's *Sports Illustrated* swimsuit issue. Clearances include ABC-owned WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago and KGO-TV San Francisco. Stations will play the special on weekend afternoons after NFL preseason games. Barter distribution gives stations four minutes and GGP two-and-a-half.

Paramount reports that it has cleared its film package, Portfolio XII (26 films including "Beverly Hills Cop," "Witness," "Footloose" and "Star Trek II: The Wrath of Khan") on 155 stations covering 93% of the country including WNYW-TV New York, KCOP(TV) Los Angeles, WFLD-TV Chicago, WPVI-TV Philadelphia, KBHK-TV San Francisco, WKBD-TV Detroit, KDAF-TV Dallas, WTTG(TV) Washington and WUAB(TV) Cleveland.

Worldvision Enterprises has decided to bring out *Trivial Pursuit* for a fall 1988 start, following its cancellation for a start next fall. Most of the stations originally committed to air the series this year are expected to return for the fall of 1988, according to Worldvision. *Trivial Pursuit* was launched at NATPE this year.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended June 7:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	14.5/211	97
2.	Jeopardy	11.5/208	99
3.	World Wrestling Fed.	8.5*/209	94
4.	People's Court	8.3/195	97
5.	Oprah Winfrey Show	8.1/173	97
6.	New Newlywed Game	7.3/186	96
7.	Entertainment Tonight	6.2*/153	92
8.	Hollywood Squares	5.5/154	92
9.	Lifestyles of Rich-Famous	5.2*/182	95
10.	Wrestling Network	5.0*/178	84
11.	Fame	4.7*/143	92
11.	Star Search	4.7*/176	94
13.	Divorce Court	4.6*/128	86
14.	Hee Haw	4.5/214	90
14.	Siskel & Ebert & Movies	4.5*/162	89

*includes multiple airings

and adults with mental retardation.)

Additionally, *ABC's Wide World of Sports* will air a 90-minute program of the Special Olympics competition on Aug. 15 (4:30-6 p.m. NYT). Hosted by Frank Gifford, with commentators Donna de Varona and Lynn Swann, the focus of the show, ABC said, "will be a celebration in which everyone is special and winning or losing is unimportant." (Gifford and de Varona also are members of the board of directors of the Special Olympics.) Some 6,000 athletes from 73 countries, including for the first time, the People's Republic of China, will compete in more than 100 different events in 14 sports. About 300,000 spectators are expected to attend the week of international games, ABC said.

Coverage of the Special Olympics is produced by Ned Simon. Executive producer of the opening ceremonies telecast is Robert S. Shriver.

Antidrug campaign

Concerned that the percentage of alcohol and drug abuse in its communities "was far in excess of national averages," WRAL-TV Raleigh, N.C., has launched a multifaceted drug prevention project targeted primarily at teen-agers and parents of school-age children. Following a contest last April, in which "The Way to Be is Drug Free" was chosen as the slogan for the project, a poster contest among students was launched. The winning entry will be printed and distributed throughout the area to schools and businesses. Additionally, the station is preparing public service announcements to introduce the slogan and the concept of the program, and singers Lee Greenwood and Roberta Flack have taped announcements for WRAL-TV urging the importance of being drug free.

A drug prevention program using improvisational theater techniques is also getting under way with the drama department of a local Raleigh high school, WRAL-TV said. The troupe, which will travel to different schools, will act out improvisational vignettes "centered on conflict that could lead to drug abuse," the station said, adding that it will videotape the dramas and make them available to schools in North Carolina that are unable to schedule live sessions. Capitol Broadcasting Co., WRAL-TV's parent company, is funding the cost for that phase of the drug prevention project, the station said.

The final phase of the project will be a major fund raiser next fall, with proceeds to help finance the start-up of a Wake county adolescent drug prevention clinic that will be available to residents of North Carolina, said Neil Kuvin, WRAL-TV station manager. He said the station is now negotiating with a "major national recording talent" about arranging a fund-raising concert.

Traumatic television

The asserted inadequacy of trauma care in the United States is the subject of *Critical Minutes*, a one-hour documentary produced by Group W Television under the auspices of its *Lifequest* health series. The program, which will air in syndication on 144 stations between June 10 and July 10, was previewed at a reception on Capitol Hill featuring Senator Alan Cranston (D-Calif.), who has introduced the Emergency Medical Services and Trauma Care Improvement Act of 1987 (S. 10). Cranston was presented with a petition signed by several trauma survivors flown in for the luncheon, including a head injury victim featured in the film, Bill Esposito. *Lifequest* is sponsored by Bristol-Myers Co.

Foreign sales rep

MGM/UA Communications, Paramount Pictures and Universal Studios, which have a joint deal to supply TV programing and theatrical films to the People's Republic of China, have chosen Worldwide Media Sales, a unit of Worldwide Media Group, as exclusive sales agent with multinational advertisers.

The TV programs, including the series *Murder, She Wrote, Marcus Welby, M.D.* and *Family Affair*, as well as mini-series, *The Winds of War* and *The Jesse Owens Story*, will be shown on China Central Television's national network beginning in January 1988.

Worldwide Media Sales will sell five minutes of advertising per hour for the one-and-a-half to two hours of programs shown each Tuesday night. Theatrical sales will include two minutes of advertising trailers both on American films provided by the venture and on an unlimited number of Chinese and foreign films. Advertisers also will be able to develop product tie-ins or become exclusive sponsor of a particular theatrical title.

Worldwide Media Sales is headed by Charles E. Walsh, former vice president of advertising for CBS Worldwide Enterprises, which took to China its first regularly scheduled, advertiser-supported programing in 1983. Former CBS Worldwide head John Eger is president of Worldwide Media Group, parent company of Worldwide Media Sales.

Jones-Eastern Radio, Inc. has acquired radio stations:

WVBS AM/FM serving Wilmington, North Carolina
WYAK AM/FM serving Surfside Beach, South Carolina
WWOK-FM serving Nags Head, North Carolina
WLNB AM/FM serving Charleston, South Carolina

We represented and provided equity and subordinated debt to the buyer.

Sillerman-Magee
150 East 58th Street, New York, New York 10155

Summary of broadcasting
as of April 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses